MARCH 1937

UEF news

Published by · **UNDERWOOD ELLIOTT FISHER COMPANY** · *New York*

"BRIDGE" — Cartoon by Webster, courtesy of New York *Herald Tribune*

WHAT *Is Your* HOBBY?

EVERY person has at least one interesting side; and every salesman can develop an interesting side through a hobby. A hobby can prove of value to a salesman and others dealing with human beings because many of the best sales are made by indirection. Direct your leisure-time activities into what might prove to be both pleasurable and educational, bearing in mind that a hobby can bring persons closer together and create a bond which may survive throughout the years.

Haven't you marvelled occasionally at the unusual knowledge possessed by an individual about a subject in which you did not suspect he had even the remotest interest? Every person needs and should have a hobby; because it can help develop some faculty of body or mind; and can add to skill, taste and knowledge. All that is needed is the urge to do, to make, to create. It has been said that a hobby is a natural and joyful part of life when things go well, and something to which you can turn for solace when things go wrong.

The knack of play must be acquired gradually. Many factors dictate the ways through which we earn our living. But outside of working hours our lives are fairly our own. The only man who has real leisure is the working man, because leisure involves a basic economic and social security. Your leisure time, however, need not be spent in self-improvement. Learn rather to enjoy yourself and find out how to play and how to relax.

Choose an exciting, absorbing, personal pursuit; if possible, choose recreations whose merit is that they are not yet standardized to the point of being a fad. You should strive to select something that has a touch of individuality, originality and uniqueness.

Hobbies divide themselves into four general dominating types:

1—Doing things. 3—Acquiring things.
2—Making things. 4—Learning things.

The entertainment to which most of us turn in our spare time is that furnished by ready-made amusements, the radio programs, the theatres, or the sporting events. None of these is bad but it does not go far enough because others do the actual playing. These amusements do not afford the satisfaction that comes from *doing*, from using the mind, or the body . . . by making or creating . . . through a contact with realities such as the earth and tools.

Goethe said that a man should hear a little music, read a little poetry, and see a fine picture every day of his life. Therefore, choose a hobby which exercises the imagination, plays to the fancy and stimulates invention. You will soon discover that your hobby has given life a new dimension, or a new facet, one that is bound to make you more interesting to your friends as well as to yourself.

UEF news

VOLUME 4 NUMBER 9

MARCH, 1937

March, the third month, hath 31 days. In ancient times it was named by the Romans for Mars, the god of War, because he was the father of their first Prince. In this month occurs the vernal equinox.

Andrew Cerruti, *Editor*

Family Magazine of Underwood Elliott Fisher Company

Published monthly at

One Park Avenue, New York, N. Y.

CONTENTS

PAGE

LEARN TO USE A TYPEWRITER *by Elsie Robinson* 1
ON TO LONDON 2
ORGANIZATION CHANGES 4
HORACE MANN 4
NEW SUPPLY SALES OPPORTUNITY 5
EARNING BY LEARNING 6
CARTOON 8
FIELD FLASHES 9
YOU CAN NEVER TELL 10
FIELD FLASHES (Continued) 11
FIELD FLASHES (Continued) 12
BOWLING BABBLE 13
WORD GAME 13
THE OBJECT OF MY AFFECTION . . 14
UEF PUZZLE CONTEST 15
ASSOCIATE EDITORS 16
SALES STANDINGS . . Inside Back Cover

Learn to Use a TYPEWRITER

EDITOR'S NOTE: This month marks the forty-second anniversary of the Underwood Typewriter. Think of how amazed the ladies of 1895 would have been to see the modern typists who have learned to coordinate their minds and fingers with an interesting and useful machine like the typewriter. We are indebted to the popular writer Elsie Robinson and King Features Syndicate for permission to reprint this particularly appropriate article.

THE following article is a bit out of our usual line. But since this is a "trouble-shooting" column, designed to minister to general human misery, and since the following advice would prevent a tremendous amount of that misery, I'm devoting this space today to one earnest, inside tip—

LEARN TO USE A TYPEWRITER.

And that goes for EVERYONE—young or old, male or female—rich or poor—smart or dumb—of any age, vintage or model. Whoever you are, wherever you're living, whatever you're doing, if you wish to stay in circulation—

LEARN TO USE A TYPEWRITER.

Time was when typewriting was considered vulgar. Time was, also, when ladies wore pantalettes and gents used snuff. But, happily, all such times have passed. We are now far too busy to swish ruffles and sniff sneezes. This is the year 1937 of the well-known Machine Age. Life is moving high, wide 'n' handsome, and if you can't move with it, *you're just out of luck.*

Suppose you want to GO SOMEWHERE nowadays, what do you do?

Do you climb onto an oxcart or a "bicycle built for two"? Ridiculous! You board a streamline train, a 12-cylinder car or an airplane and get there at modern racing tempo.

Then why, when you want to SAY something, do you still cling to methods as antiquated as oxcarts and feathered quills? This, I repeat, is 1-9-3-7, with time leaping like a jack rabbit. And if you want to keep up with it you must—

LEARN TO USE A TYPEWRITER.

Nor is this merely for your personal convenience. It may well determine the important issue of Whether-You-Eat-Or-Don't. Recently this writer desired another assistant in her rapidly expanding program. A reliable person was needed who was experienced in traveling, could make social contacts easily and tactfully, keep track of expenses and dates and TAKE DOWN A FEW LETTERS, the bulk of the typewriting being already in the hands of a competent man.

In no time at all, several hundred people were clamoring for the job; people who, by their own admission, Could Do Anything. Yes, they could arrange programs, keep track of expenses—make dates,—and they simply doted on traveling. As Office Managers they were 100 per cent—and admitted it themselves.

BUT COULD THEY USE A TYPEWRITER?

SHORTHAND WASN'T NEEDED: BUT COULD THEY TAKE DOWN SIMPLE DICTATION ON A TYPEWRITER? COULD THEY EVEN COPY AN ARTICLE CORRECTLY ON A TYPEWRITER?

Well . . . no . . . they just didn't happen to be able to do that. They COULD do anything else, but somehow they'd never just gotten around to learning how to run a typewriter. Which, since typewriting was the main essential, eliminated them instantly from the list af applicants.

What a pity! Here were eager, earnest people wanting and needing jobs. And here was a job which any one of them might have fitted him-

(*Concluded on page* 11)

(*Pictures, Inc.*)

LONDON, ENGLAND. View of the gateway in Hyde Park through which the Coronation Procession will pass

On to London

Domestic Sales Organization Slightly Ahead of England at End of Second Month of Coronation Contest

THE last-minute victory . . . that's the greatest thrill in any contest! The thought seems to arouse a lot of allied sensations in your mind; a sort of a pleasant combination of catching a train, finding some money and arguing a traffic cop out of a ticket . . . at any rate, you feel that you've accomplished something worth while.

The winner, in fiction, always waits until the last minute of the game to gallop down the field; and in the UEF International Sales Contest it is a hard job to predict the winners because it is still *anybody's* race. The basis for this assertion is found in the results of February 27th.

Every person who was leading at the end of the first month of the Coronation Contest, with the exception of Branch Manager Shaver in El Paso and Manager Welch of Oklahoma City branch, has been displaced by a new name. While it is true that many of those who lost first place are still very much in the running, we also call your attention to the "dark horses" who galloped into the homestretch and are making a bid for honors at the end of the second month of this unusual sales contest.

You have read the inspirational messages sent you by Executive Vice-President Stowell, and General Sales Manager Arnold has told you that "we are not prophets"—so, if you are beginning to let down in the final stretch of this great race, pep up, brace up and analyze your position. While it is a fact that the month is almost over, bear in mind that one *good* order has been known to upset the apple-cart in many a contest.

The end of the second month in the Coronation Contest showed many names that were not even listed in the January standings, and this is true of Branch Managers as well as Salesmen. Make it your business to include your name in standings of March 31st. Remember, it is all to your advantage.

You still have time to win a trip to London . . . you still can win a handsome, time-worthy watch. *(The watches are beauties. The perfectly grand Hamilton and Waltham pocket and wrist watches are much too fine to attempt a description in a few words—Editor.)* Besides, it is up to you to see that the President Wagoner Trophy *will* stay in this country!

Every person on the selling line should bear in mind that our lead over Great Britain at the end of the second month in the Coronation Contest was pretty slim. It is up to every able-bodied salesman to do his part to keep the President's Trophy on this side of the Atlantic!

So . . . plan to win your trip *now*. The final itinerary has been settled; all reservations have been made . . . and two salesmen (and their wives) may look forward to a glorious trip . . . On To London!

SALESMEN'S STANDINGS . . .

Atlantic, New York, Eastern and Central Districts

B. H. Moreland.....New York
B. B. Horwitz.....New York
M. D. Sawrey.....New York
J. F. Quinn.....Providence
C. Lamar.....New York
W. J. Modrack.....Detroit
C. H. Seibert.....Albany
M. J. Carroll.....New York
R. M. McCleary.....New York
E. Kendall.....New York

SALESMEN'S STANDINGS . . .

Western, Pacific and Southern Districts

P. N. Sea.....Chicago
A. W. Tice.....Atlanta
J. E. Wikoff.....Oklahoma City
L. P. Bahan.....New Orleans
W. F. Arndt.....Chicago
H. C. Hart.....Houston
W. P. Brandt.....Chicago
R. Shea.....Los Angeles
R. G. Youngren.....Chicago
D. Wodlinger.....Chicago

BRANCH MANAGER'S STANDINGS . . .

Atlantic District

C. L. Minton.....Hartford
J. S. Tyndall.....Providence
H. F. Lyons.....New Haven

Eastern District

W. R. McDowell.....Charlotte
G. Bayles.....Harrisburg
J. A. McComas.....Baltimore

Central District

G. R. Windsor.....Akron
K. E. Sechler.....Youngstown
A. E. Zugelter.....Cincinnati

Western District

F. M. Anglim.....Davenport
C. R. Oehler.....Rockford
E. A. Bode.....Green Bay

Pacific District

M. M. Shaver.....El Paso
F. H. Hall.....Salt Lake City
L. W. Pickler.....Spokane

Southern District

W. C. Welch.....Oklahoma City
F. A. Lyon.....Atlanta
J. W. Roberts.....Jacksonville

PRESIDENT WAGONER'S TROPHY. This beautiful sterling silver cup, measuring over 14″ exclusive of its ebony pedestal, will become the proud possession of the winning side in the UEF International Sales Contest.

Organization Changes

H. T. McBrien

O. H. Zaun

NEW MANAGERS for CHICAGO and DETROIT

APRIL first will find two men well-known in the Underwood Elliott Fisher organization installed in new offices. Announcement has been made of the appointment of H. T. McBrien as Branch Manager of the Chicago office; and O. H. Zaun has been promoted to head the Detroit branch office.

Mr. McBrien has served the Company with distinction and integrity over a period of 18 years. During that time his duties in New York City, Boston and Detroit have included a variety of constructive activities in connection with sales problems which have brought him in personal contact with many men in the field.

Mr. Zaun also is widely known throughout the organization and has had many contacts through his numerous trips to branch offices in connection with his special sales work. He joined the Company in 1921 and, with the exception of one year during which he was ill, has been in the employ of the Company at Boston, San Francisco, Portland [Ore.] and back again to Boston. In 1935 he was added to Typewriter Division Sales Manager Crewdson's staff as Sales Field Representative.

Both Mr. McBrien and Mr. Zaun are eminently qualified for their new positions. The best wishes of the entire UEF organization are extended to them as they assume their new responsibilities.

"Let the Next GENERATION Be My Client"

THE Kindergarten, child's garden, was conceived one hundred years ago by Friedrich Froebel, father of the movement. Our present Kindergarten is the direct descendant of that little school begun by Froebel in Blankenburg.

Eighteen hundred thirty-seven was an outstanding year in education, because, in America, Horace Mann was beginning his notable service. And, this is a great year in American education for it marks the centennial of events which began an educational reformation.

In 1837 the Massachusetts Board of Education was created; Horace Mann was appointed as secretary to the Board. His vision, his personality and his efforts are stamped indelibly upon every public school in this country. At the time he had a good law practice, was well along in a political career of high promise, and quite naturally wondered whether to accept a position of little promise, of slight honor, and bearing the very meager salary of $1,000 a year.

The spirit with which he entered his work can have no better illustration than the reply made to his friends who thought that the office should have some title better than "Secretary of the Board of Education." "If the title is not sufficiently honorable now, then it is clearly left for me to elevate it; and I would rather be creditor than debtor to the title."

Nowhere are his praises sung more spiritedly than by the schools and the Kindergartens in which children are ennobled and inspired intellectually and morally by this great teacher.

Were he alive today, Horace Mann would have taken a great deal of interest in the tests made by educators to determine the benefits of using a typewriter in the elementary grades.

Portable typewriters provide a great step forward in the task of helping the young minds of our children absorb those many items which comprise a modern education. Our salesmen have a marvelous opportunity to show parents how a typewriter, for use at home and at school during the formative years of a child, will undoubtedly gain a valuable asset for their uncharted future.

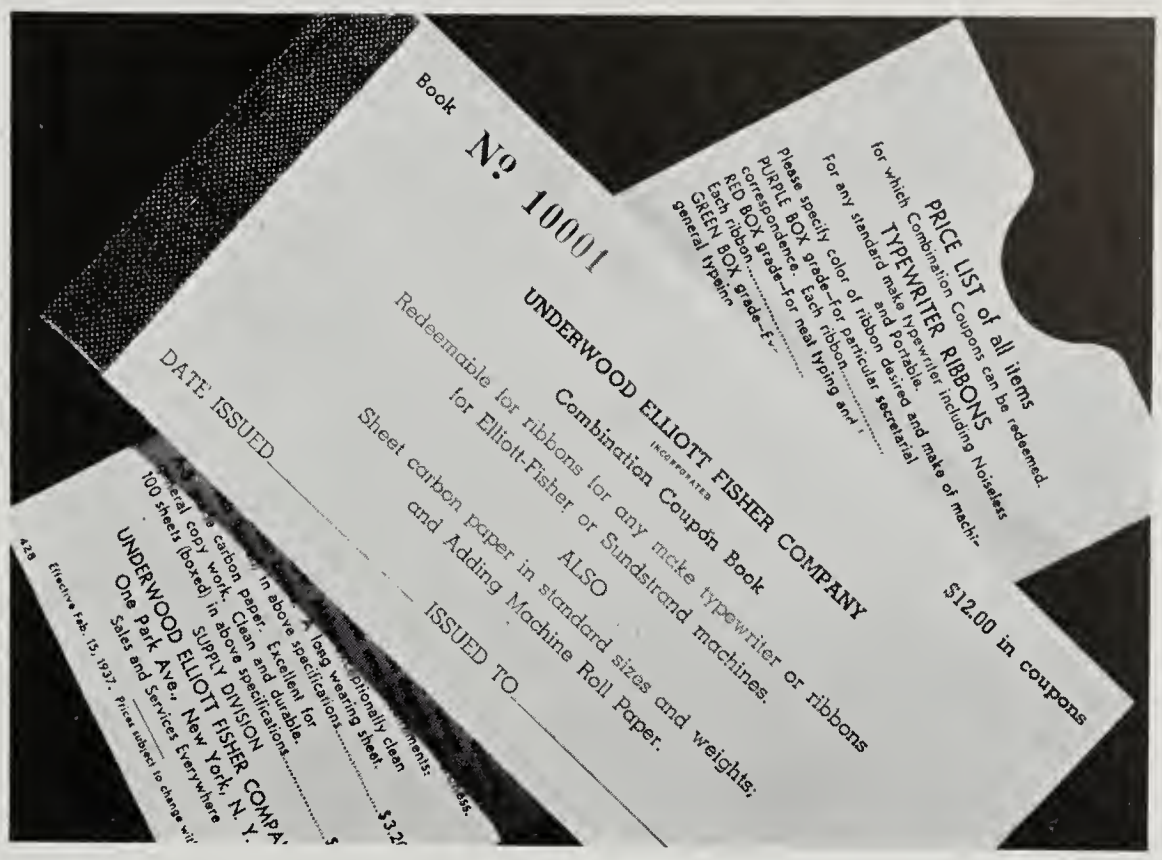
New Supply SALES OPPORTUNITY

THE Combination Coupon Book, a new and simplified plan for selling ribbons, carbon paper and adding machine rolls, has been introduced to the sales force by Supply Division Sales Manager MacLeod. This is an effective new plan of selling UEF supplies and does not replace the coupon book plan in current use.

The schedule showing selling price and the redemption value of one, three and six books should furnish the Supply Salesman with a definite selling point that is bound to increase his commissions.

Tell your customers and prospects these eight advantages of the new Combination Coupon Book plan:

1. A substantial discount on ribbons and/or carbon paper.
2. The supplies are manufactured by the world's largest manufacturer of writing machines to insure high quality writing and clear reproduction of records.
3. Coupons may be redeemed for typewriter ribbons, Elliott Fisher ribbons, adding machine ribbons, carbon paper or adding machine rolls.
4. Customer has a selection of ribbons . . . all from the same book. Coupons may be redeemed for Green Box (75c) Ribbons at one time, Red Box ($1.00) Ribbons at another time, and Purple Box ($1.25) Ribbons at still another time. In other words, all needs can be filled through the use of the Combination Coupon Book.
5. A selection of carbon paper: Grades A-4 or A-5 in different weights and coatings.
6. Standard size, 8½" x 11½", with corners cut to permit quick snap-out, will be furnished on both Grade A-4 and A-5 carbon paper.
7. As in the case of ribbons, a varied selection of carbon paper may be ordered using the coupons from the same book. The user of a Combination Coupon Book may order one box of A-5 ($2.30) Carbon paper at one time, and the next time order A-4 ($3.20) Carbon Paper. The customer may decide on any weight or degree of coating.
8. Only one book is necessary for all supplies whether for typewriters, Elliott-Fisher or Adding Machines.



Even the envelope, an essential part of the new coupon book, was designed to serve a useful purpose. It contains a printed price guide to help the user to make a selection of UEF supplies.

Careful study of the sales procedure and users' advantages of this new method of merchandising UEF supplies will prove of definite benefit to every salesman selling supplies. In selling these books you will not be so apt to get into a technical discussion in selecting a particular ribbon or carbon paper as has been necessary in the past, for we do not ask a buyer of a Combination Book to specify for what they will redeem the coupons.

Carry a few of the new Combination Coupon Books with you at all times. Make each call a two-way call —by making a sale and delivery on one call.

Supply Division Sales Manager MacLeod says that 1937 is going to be a big year in supply sales. Your cooperation and enthusiastic support will help to bring about the desired result. A helpful "assist" in increasing your daily income is this slogan which was coined at the last District Managers' meeting when the new coupon book was first announced:

"Sell at least one Combination Coupon Book before noon to pay for your lunch (up to $1.50)—sell at least one in the afternoon to pay for something else."

What does this mean to you? Two books a day, $3.00 commission. Twenty-five working days in a month at $3.00 a day means $75.00 added to your commission check.

SERVICEGRAMS

Through the medium of this column we intend, from time to time, to cover some thoughts which we feel are of particular interest to our servicemen. But don't let this deceive you—all of us must produce real service to our users, if we expect our Company, and ourselves, to be successful.

The worth of a machine is measured by the Service that goes with it.

Underwood Elliott Fisher Company's service standard rests, in no small degree, with our servicemen. They have within their power the ability to raise that standard.

The factors that enter into Service: First, the Customer; second, the Machine; third, the Serviceman.

The Customer is the first factor—he is entitled to prime consideration.

The customer must be made to believe in our service. His impression of our service, as he receives it, reflects not only on the serviceman but on Underwood Elliott Fisher Company as well. The customer forms his impression of the Company's service from his dealings with you.

Earning BY LEARNING

Continued by LEO T. OSMON

"A man should not so much repeat his lesson as practice it."
—MONTAIGNE

IN the preceding article under this heading by R. E. Stewart, the above quotation was used and it is so significant in terms of not only what the Central Training School for Salesmen is doing, but also how it is doing it that repetition is risked.

Obviously, the School Staff felt that the curriculum offered had been properly prepared, allowing of course a reasonable flexibility for changes; but the ultimate test of all education is whether the things learned work when application is made in daily life. Judging from the reactions of the students who have completed the course and those Field Executives who have been heard from, a practical program of studies has been developed.

While the plan is for three courses to cover typewriters, adding machines and accounting machines, up to the present time only the accounting machine course has been given.

This accounting machine course consists of six weeks divided approximately into two weeks spent on Elliott Fisher and Standard Sales Procedure; one week on Underwood; two weeks on Sundstrand; and the balance of the time used by interspersing at strategic points guest speakers, trips through the Company's various plants, etc. The guest lecturers include officers of the Company on such matters as general policy and others from the General Office on special topics such as service, supplies, and applications.

Underlying Spirit

One of the most gratifying aspects of the School is the cooperative attitude of the students and their eagerness not only to take advantage of the regular offerings but also to make opportunites for themselves. An example of what is referred to is the forum which was organized voluntarily by the members of the last class. Meetings were scheduled for two nights each week, the dining room of the hotel where they were quartered procured, and discussions of topics from the "soup of trust accounting" to the "nuts of competition" held. One of the most exciting of these meetings covered the Standard Sales Procedure and included a demonstration sale participated in by three members of the class.

The fundamental principle underlying the training is democracy; and we are convinced that in no small degree the sensing of this fact by those attending the school is responsible for much of the success which has been attained. Anything smacking of "pedagogy" or "schoolroomishness" has been scaled down to a minimum. The assumption on the part of the staff is that the men who come to the School are as anxious to get a maximum of training as we are for them to get every possible benefit and that we are dealing with intelligent adults who are capable of and determined to work cooperatively toward such a goal. This faith has been justified.

Lest anyone be misled into believing that there is only the atmosphere of constant grind at the School with no "light moments," it might be well to ask some of the former students whether the garment lost (?) by a certain salesman on the bus returning from the Bridgeport factory was from above or below the waistline. Another appropriate question would be, "How many boxing bouts can one see in Hartford for thirty-five cents?"

One of the best proofs, to our mind, that the spirit of the groups which have attended classes was right has been the willingness to burst into song on the least provocation. Probably Hartfordites think the chartered bus which carries the group back and forth between the School and the hotel is loaded with the Yale Glee Club.

School Plant

Housed in the beautiful General Research Laboratory at 56 Arbor Street, in Hartford, Connecticut, the School has ample space for attractive offices, class rooms, lounge, coat room, and storage.

The Central Training School for Servicemen is also located in this building. This arrangement is most important to our operation because the numerous and rapid changes from one group of machines to another, as well as the servicing of the machines while being used for instruction, are promptly and efficiently handled by its personnel.

For those who are historically minded, the museum which is maintained by the Laboratory affords a most enlightening view back over the years of struggle and development in the field of office machines. The School is most fortunate in having this museum available to students, as it furnishes a background which makes them doubly conscious of the advantageous point from which they are starting.

Equipment

Reams could be written about the equipment necessary for such an educational project as ours. The students must be given an opportunity to analyze and work with all the machines covered by their franchise. As there are three courses, with twenty taking each course, obviously the number of machines, mountings, and other items of equipment is enormous.

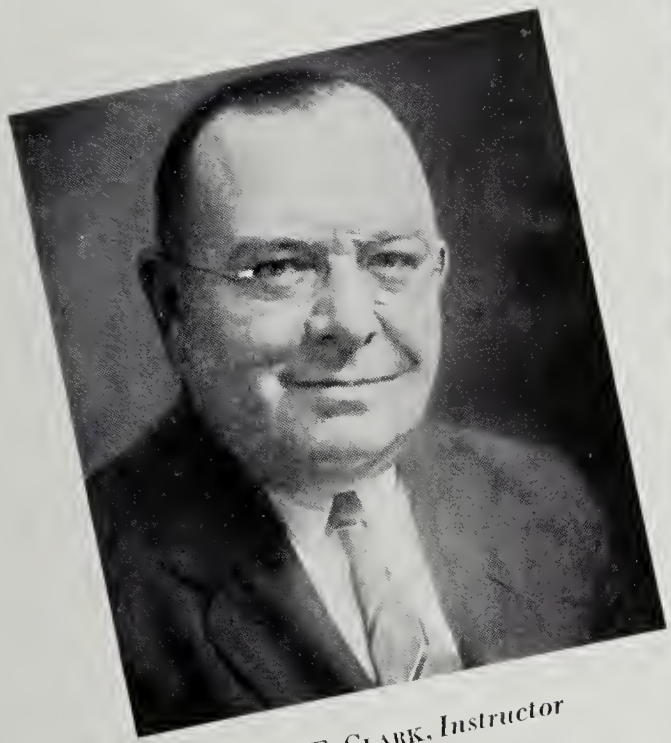
The class rooms and offices are permanently equipped with the finest obtainable public address system, desks, chairs, blackboards, fans, ventilators, and other conveniences. The lounge might well cause slight stirrings of envy in the breast of some hotel proprietors.

Combination Advantages

The use of the Staff of the Sales Educational Division in the preparation of salesmen's manuals has made it possible to fill a long-felt need for material wanted by the field. The finishing of this material, with the examination and grading of papers through the correspondence department, gives the salesmen a knowledge of fundamentals, making it possible for the Central Training School for Salesmen to start the courses at a point much farther advanced than would otherwise be feasible, and enabling us to devote a greater amount of time in the classroom to such important phases of training as, for example, applications.

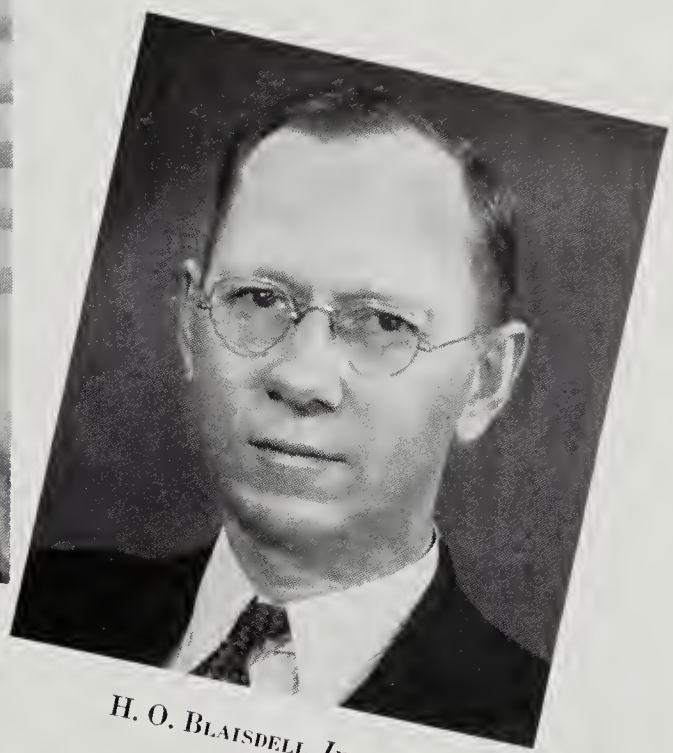
Another happy combination which the present structure of the Sales Educational Division permits is, in addition to their work on the platform at Hartford, time for the instructors to make trips into the field between classes. The double advan-

(*Concluded on page* 16)



W. F. Clark, *Instructor*

R. E. Stewart, *Manager*
Sales Educational Division



H. O. Blaisdell, *Instructor*

Men of Learning

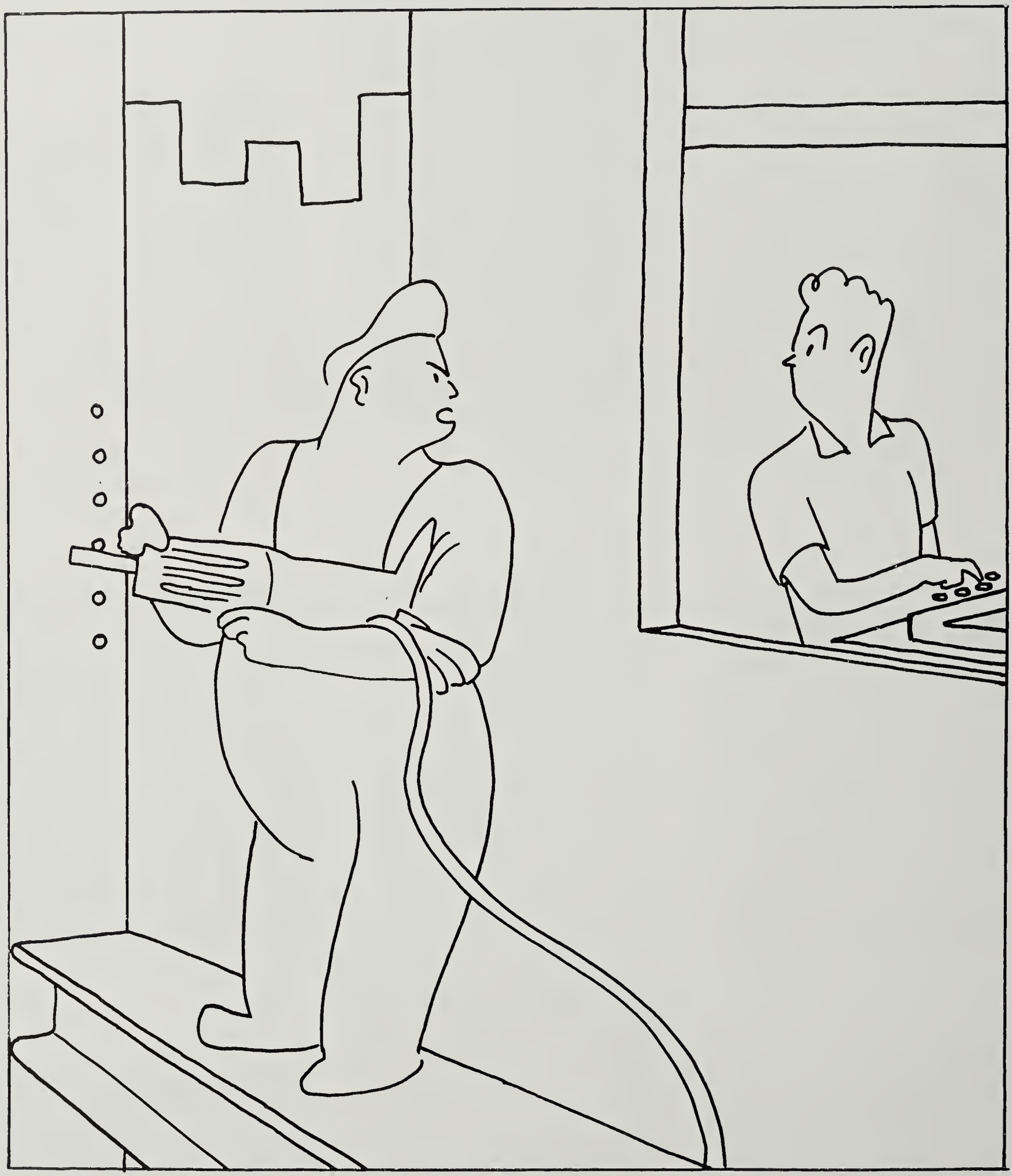
R. A. Howard, *Instructor*

H. H. Hynes, *Instructor*

Leo T. Osmon, *Dean*

H. S. Barnstorff, *Examiner*

J. A. Sawyer, *Examiner*



—*With thanks to* ESQUIRE

"Why don't you get an Underwood, Buddy—how do you expect me to work with all that noise going on?"

FIELD FLASHES

Bridgeport

A program of entertainment, attended by more than 1,800 employes of Underwood Elliott Fisher Company, their families and friends, was held recently at the Y. M. C. A.

Given primarily to give employes a better opportunity to get acquainted, the program featured athletic events of all kinds, addresses by plant and "Y" officials, a play, and dancing. Both gymnasiums were used for dancing because of the huge throng.

The program, which began at 7 P.M., with bowling matches, recreational games, men's volleyball match and pool and billiards, continued until midnight. At 8 o'clock there was a musical program in the social room; a men's basketball game in the main gymnasium and a swimming exhibition in the natatorium; all events went on simultaneously.

The main feature of the evening took place at 9 o'clock when the entire audience assembled in the main gymnasium for a program which was opened by greetings from William Boyd Spencer, president of the Y. M. C. A., to which Donald S. Sammis, works' manager of the Underwood Bridgeport Plant, responded. The Underwood Men's Chorus, under the leadership of Stanley Beans, rendered several numbers and the Underwood Dramatic Players presented "Under the Clock."

From 9:35 o'clock until midnight there was a general program for everyone which included card playing, bowling and dancing.

Mr. Sammis, the honorary chairman, selected for his aides on the executive committee, Chairman Robert F. Bradley, LeRoy Melquist, James Spangler, Jack Hoffman, Raymond C. Yeoman, Harry V. Abbott and Perley A. Foster. The reception committee included: E. C. Flohr, E. P. Gillane, N. H. Butt, S. J. Dolan, A. Lightner, Samuel Smith, Russell Johnson, Charles Gallaghan, B. M. Daniel, Carlton Carlson, C. A. Dundore, Charles Suckley, Lydia Rasche, Mabel Brinkley, Dorothy Raifstanger, Barbara Harrington, Marjorie Kochefko, Betty Gillette, Ella Russell, Betty Weaver, Melice Katchinsky, Florence Crowfoot, Kathryn Miller and Esther Elander.

•

Hartford

The Sales Department challenged the Service Department recently to a bowling match. The Salesmen bowlers were "The Simsbury Wild Cat" —Dick Lamb, "The Vermont Yankee"—Al Seymour, "Slow Ball Schoch"—Ken Flounders and "Champ" Briggs. Servicemen bowlers were Manager Bill Folette, "Gertie" O. Guertin, "Transfusion" Fischer, "Bull" Gaffney, "Sheik" Modeen and "Anemic" Brasky. The Service Department is still bragging to this day, how they walked away with the laurels, but are to have another opportunity to prove their superiority.

•

William Fox has recently been added to our Service Department as an apprentice.

—Associate Editor Seymour

NEW ORLEANS. UEF exhibit at National Education Association convention. School Sales Manager Blaney and George L. Hossfield, World's Champion Typist, were in attendance.

•

Louisville

The above picture was taken as the flood waters started to recede and shows Sergeant W. Scheppelman of the National Guards standing in front of the Service Department entrance of the Louisville branch office. In more normal times, Sergeant Scheppelman carries a tool kit for the UEF instead of Colt's 45 for the U.S.A.

In the two weeks following the flood, the office operated without lights, telephone or steam heat. In fact, the only heat we had for the first few days was a blow torch rigged up to center on an old Elliott Fisher platen sheet steel. Everyone was working in overcoats and hats. When some fortunate member of the organization managed to bring in two old-fashioned drum stoves, he was greeted with open arms. These were rigged up, the pipes were run through transoms and wet typewriter boxes were used as fuel.

There were no casualties among the Louisville personnel during the flood, everyone managing to keep one jump ahead of the rising water.

Old Man River had us but he let us go. Now we are out to get Old Man Quota and we won't let *him* go.

—Associate Editor Roberts

You Never Can Tell Where You'll FIND AN UNDERWOOD!

THE Paterson (N. J.) *Evening News* sponsored the appearance in Paterson of Betty and Benny Fox, nationally-famous skydancers, who thrilled thousands of spectators with their five performances of the "Dance of Death." Perched on an 18-inch disc atop a 100-foot pole on the roof of *The News* building—about 200 feet above the sidewalk level—the intrepid couple performed with a fascinating waltz, a whirlwind Charleston dance, followed by an acrobatic waltz which literally dazzled the huge throng.

The truly startling exhibition came when Betty, supported by Benny, bent backward and picked up a handkerchief suspended on the pole at a point two feet below the level of the disc on which they were performing. In addition to the other dances Betty and Benny varied their five performances to include a waltz blindfolded, a fast fox-trot, and Benny doing such things as standing on his head on the rim of the 18-inch disc. The final thrill came at the closing performance, at 7 o'clock in the evening, when Betty, with her legs locked fast around Benny was spun around forty or fifty times.

Frequent announcements were made over a loud-speaker system. When an Underwood Portable was hauled up to the top of the platform attention was called to the fact that George L. Hossfield, World's Champion Typist, and Barney Stapert, another world-famous typist, are residents of neighboring towns.

Valuable publicity was gained for the Underwood Portable through this unusual publicity medium. From miles around, from every North Jersey community, came men, women and children to be thrilled by the performance of the "Dance of Death" by Benny and Betty Fox. At every performance they broadcast a message on the advantages of owning an Underwood Portable.

•

"The Dancers of Death"

Betty and Benny Fox haul up the Underwood Portable they used while perched atop an 18" disc 200 feet above the sidewalk.

(*Wide World*)

WHEN the sale started they stood up a small safe, said they had to realize 364 rupees "because of deliberately unpaid tax accounts" and asked for bids. None came. The auctioneer harangued in the usual way and finally got 70 rupees which, at that day's rate of 30 cents, was $21.

The typewriter came next. A trim black Underwood portable. I went up to see what language it wrote. It was English and in good shape, so I immediately bid every dime I had, which was $9.60. The typewriter was worth at least $30.00 and while I've got two, I sure would like to have Gandhi's keyboard, even if it was only to give it back to him.

A woman topped my bid by a dollar. Although I didn't have it, I added another dollar. She came back with a third boost and I had to quit, so Mr. Gandhi's typewriter went for $12.60 and somebody certainly got a bargain.—*From Footloose in India by Gordon Sinclair; published by Farrar & Rinehart.*

•

SAYINGS, Pfd.

"Success does not consist so much of doing extraordinary things as doing ordinary things extraordinarily well."—*Preferred by Executive Vice-President* STOWELL.

"Let me give you a little of the background."—*Accounting Machines Sales Manager* JENSEN.

O. O. McIntyre's "Nothing so uninteresting as a letter written with an anaemic typewriter ribbon."—*Preferred by Supply Manager* MACLEOD.

"I'm afraid everything is going to be all right."—*Boston Branch Manager* PRENTICE.

"That's your answer." — *Service Department Manager* CROSSAN.

•

LOGAN, UTAH. Student "Trailertown" on a college campus solves a problem of the high cost of education. Electric light makes the trailers cheery for the long evenings of study. It looks like a new market for Underwood Portables.

El Paso

Always interested in good publicity and in promoting good sportsmanship, the El Paso branch office is sponsoring the UNDERWOODS, a girl basketball team which is finishing the second successful season in the El Paso City League. Miss Ann Dwyer, El Paso Branch Cashier, has been interested in local basketball for some time; the balance of the players are girls from the local offices of many Underwood Elliott Fisher customers.

Miss Dwyer is the third player from the right in the photograph: Branch Manager Shaver, sponsor, is shown in the photograph together with Coach Sidney Cohen. Mr. Cohen winters in El Paso and spends part of his time in coaching the bevy of beauties. During the rest of the year you will find him on the pitching mound for the Washington Senators.

•

Davenport

Adding Machine Salesman Olmsted sold the County of Rock Island (Ill.) their second 10240-E with 18″ carriage for tax bills.

—Associate Editor Anglim

St. Louis

We of St. Louis mourn the sudden passing of Harry H. Lunt early on the morning of February 27. During his 23 years of service to his Company and fellow workers he endeared himself to all of us and to many users of UEF products. We truly have sustained an irreparable loss. To Mrs. Lunt and family may we express the deepest sympathy of the entire UEF organization.

—Associate Editor Staehle

•

New York

Horace Atwater's death was reported by George Crouch. Mr. Atwater had been in the employ of the Company, working with Mr. Crouch, over a period of more than 32 years. Mr. Crouch states, "I cannot speak too highly of Mr. Horace Atwater's noble characteristics. He was absolutely loyal, honest in all his dealings; and very highly thought of and respected by his many customers."

Mr. Atwater died suddenly on March 4th. Our deepest sympathy is extended to Mrs. Atwater.

EL PASO'S CHAMPIONSHIP BASKETBALL TEAM . . . The Underwoods

Peoria

J. F. Schad is now selling in the Peoria metropolitan territory and expounding the merits of the Underwood Typewriter line. Mr. Schad originally started selling typewriters in Richmond and worked for the Company in many cities including Little Rock, New Orleans and St. Louis. He is rapidly becoming acquainted and we look for some excellent results.

•

As a result of satisfactory demonstrations, W. A. Yess, typewriter and adding machine salesman, secured two orders for 8142 Underwood Sundstrand Statement machines.

—Associate Editor Longenecker

•

Kitten on the Keys

THE Maltese cat is the school mascot of the Patchogue (L. I.) High School. This standardized Underwood school uses 51 machines. Whenever the door to the classroom is left open, the cat amuses itself by striking the keys of the typewriter and, when it strikes two at a time, it will reach up and pull the type bars down just as an operator would.

—George Crouch

Sacramento

The Sacramento branch office does not have a gauge for figuring the number of teeth needed in a ratchet when a certain number of lines per inch is required on an Underwood Noiseless typewriter.

It was necessary for this to be figured a short time ago and our Service Foreman John L. Carpenter found that the number of teeth required in a ratchet can be obtained by multiplying the circumference of the platen in inches by the number of lines required per inch, e.g. A Noiseless cylinder is 5″ in circumference and the lines per inch required are 6: 5 x 6 = 30 teeth required in ratchet.

Others may already know this but it is the first time we have had an exact formula.

—Associate Editor Walsh

•

Learn to Use a Typewriter

(*Continued from page* 1)

self, or herself, to fill in his or her odd moments. Even the busiest housekeeper can learn how to run a typewriter, keeping in practice after the youngsters are in bed. (I know, for this particular housekeeper did exactly that.) But . . . "somehow they'd never gotten around to it."

No matter who you are, where you are, or what you're doing, if you want to fit into this modern age, LEARN TO USE A TYPEWRITER. Or else take your place with the Dodo!

EL PASO. Salesman Ransom making it easy for Mr. Stanley Calisch, purchasing agent of El Paso Public Schools to sign on the dotted line.

San Francisco

On the Steamliner from the Atlantic to the Pacific in time to be on hand for Chinese New Year's—that was the experience of Mr. Elliott M. Smith of San Francisco on his last visit to New York, Washington, Pittsburgh and Cleveland. Mr. Smith is Manager of the Munson School for Private Secretaries at San Francisco and made the trip East for two purposes: first, as a delegate to the National Federation of Commercial Teachers Convention at Cleveland; and second, to study the office appliance situation at its headquarters in New York.

His friend of many years' standing, Mr. William F. Oswald, was his guide through the Underwood Elliott Fisher General Offices and a wonderful experience it was.

Mr. Smith selected the Underwood-Sundstrand Model 8142P, which was duly ordered through the San Francisco Branch. It is now in use in the Secretarial Bookkeeping and Higher Accounting Departments of Munson School.

A visit to the Underwood Elliott Fisher Hartford Factory a few years ago, and now this recent visit to the offices at One Park Avenue, have given Mr. Smith a clear view of the wonders performed by the modern office appliance manufacturer. Thirty years' business relations between the Underwood Company and the Munson School in San Francisco has been a source of mutual satisfaction to each organization.

El Paso

The accompanying picture shows, seated at the desk, Mr. Stanley Calisch, Purchasing Agent of El Paso (Texas) Public Schools. He is holding in his left hand school agreements contracting for the purchase of thirty-eight latest model Underwood typewriters. His right hand is reaching for the pen that is being handed him by Salesman Willis H. Ransom of the El Paso branch office. It is not necessary for Salesman Ransom to point to the dotted line because Mr. Calisch has signed so many Underwood contracts that the procedure has (we hope) become a habit. This order brings the total purchase for new Underwood Standards to more than one hundred machines.

Mr. Calisch has served the El Paso Public Schools as Purchasing Agent for several years, having come to them from the Procurement office of the United States Government in El Paso. The El Paso public school system is one of the finest in the United States and one of the few school organizations that makes a thorough system of vocational training. Here the student secures a complete training in all the vocational arts. It has one of the most complete office appliance instruction courses and turns out students thoroughly versed in the operation of appliances and training necessary in business today. Underwood typewriters and Elliott Fisher machines are featured in this course.

—Associate Editor Shaver

•

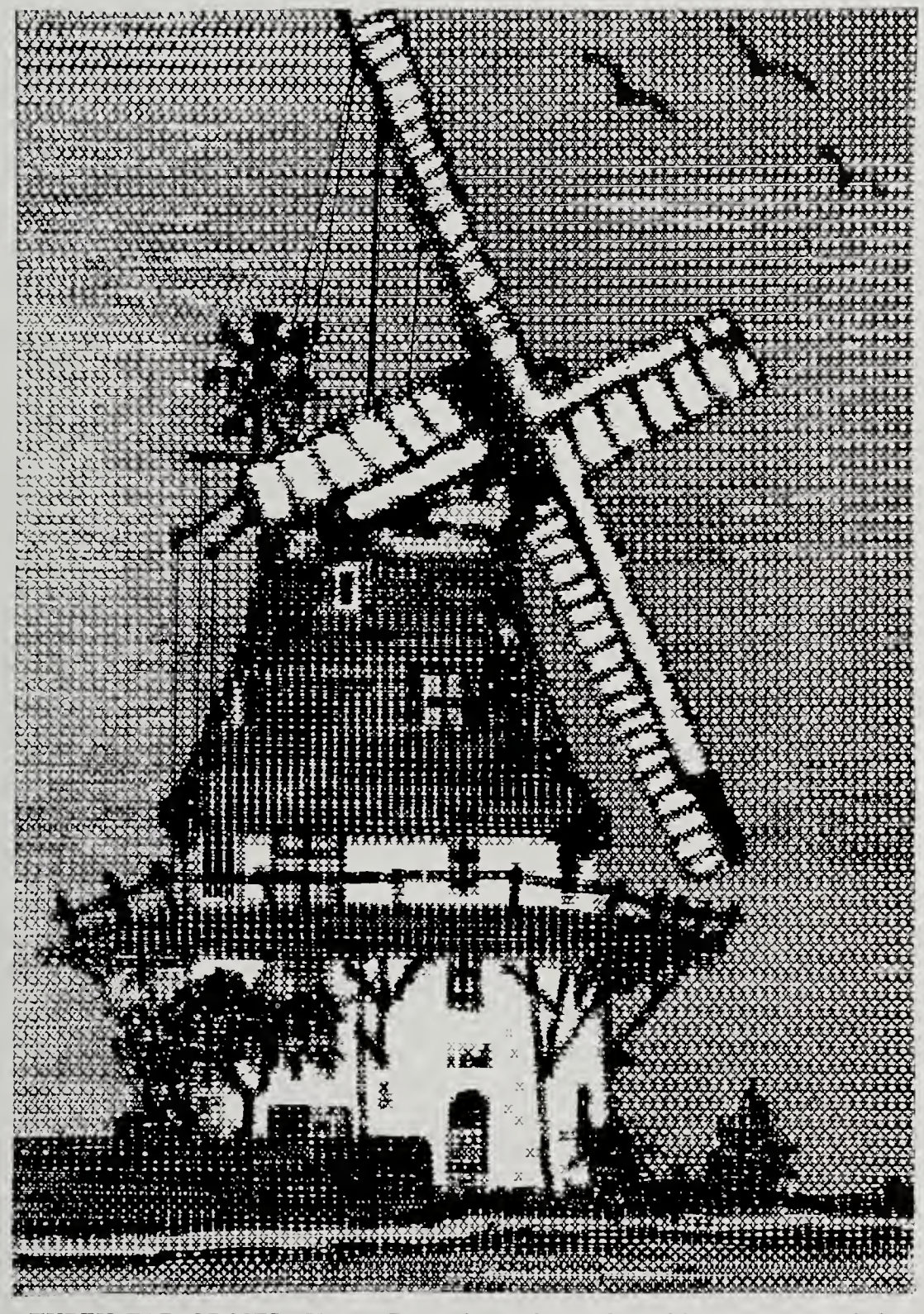
It was her first attempt at cooking, and when her husband came home, he saw a very long pie on the table.

Husband: "What in the world is that, dearest?"

Bride: "I couldn't get any shorter rhubarb."

•

SAN FRANCISCO. Elliott M. Smith, Manager of the Munson School for Private Secretaries, is shown with the very ancient and the very modern methods of adding.



TYPEY FAD GROWS—*Happy Days*, the authorized weekly newspaper of the Civilian Conservation Corps, ran a Typey Contest which was won by 27-year-old John C. Lynch. He was awarded an Underwood Universal Portable as the result of submitting this prize-winning Typey.

THE WORD GAME

Courtesy of The New York Sun

SERVICE: The deed of one who serves; duty done or required.

Bowling Babble

JUST as the American Bowlers Congress got off to a good start the UEF Bowling League brought its season to a close so as not to steal the spotlight from the nation's No. 1 bowling event.

The big three in the keglers' league are Tom Hughes of the Publicity Division, General Sales Department's Poulton and Al Grobauer of the Comptroller's Department. This triple-threat trio was closely followed by Mert Thayer of the Accounting Machine Division, General Sales Department's Gus Becker and Service Department's Jones.

The Monday night sessions were greatly enjoyed by all participants. The only regret the New Yorkers expressed is the fact that the teams of the hinterland did not issue challenges of any kind. But, they feel, you really can't blame anybody for not wanting to tackle a group of champions. That, however, is one group's opinion and Ye Editor wishes to remain neutral in a discussion of such momentous import and lists the six men who rolled the highest scores during the season:

	Games Played	*Final Average*	*Best Score Single Game*	*Best Three-Game Average*
1. T. Hughes	54	175.4	236	210
2. F. Poulton	45	168.6	233	202
3. A. Grobauer ...	45	167.8	216	186
4. M. Thayer	17	167.5	243	193
5. G. Becker	60	164.6	211	190
6. S. Jones	57	160.2	247	191

At least 25 common English words of four or more letters can be found in the letters in SERVICE. Can you find as many or more? The list will be published in the next issue.

March Test..... **S E R V I C E**
Average Mark.....**25 Words**
Time Limit **35 Minutes**

RULES OF THE GAME—1. Words must be of four or more letters. 2. Words which acquire four letters by the addition of "s," such as "hats," "eats," "dies," "hers," are not used. 3. Only one form of a word is used. For example either "pose" or "posed," not both; either "more" or "most," not both; either "they" or "them," not both. 4. When a noun is formed from a verb by adding "r" or "er," such as "poser," "finder," either the noun or the verb is used, but not both. 5. When an adjective is formed by adding an adjectival termination to another word, such as "worthy" from "worth," "poetic" from "poet," either the adjective or the word from which it is formed may be used, but not both. 6. Slang words are not used, nor words of foreign origin unless well established in English.

March 3, 1937

Undxrwood Typxwritxr Co.
Gallipolis, Ohio.
Dxar Sirs:

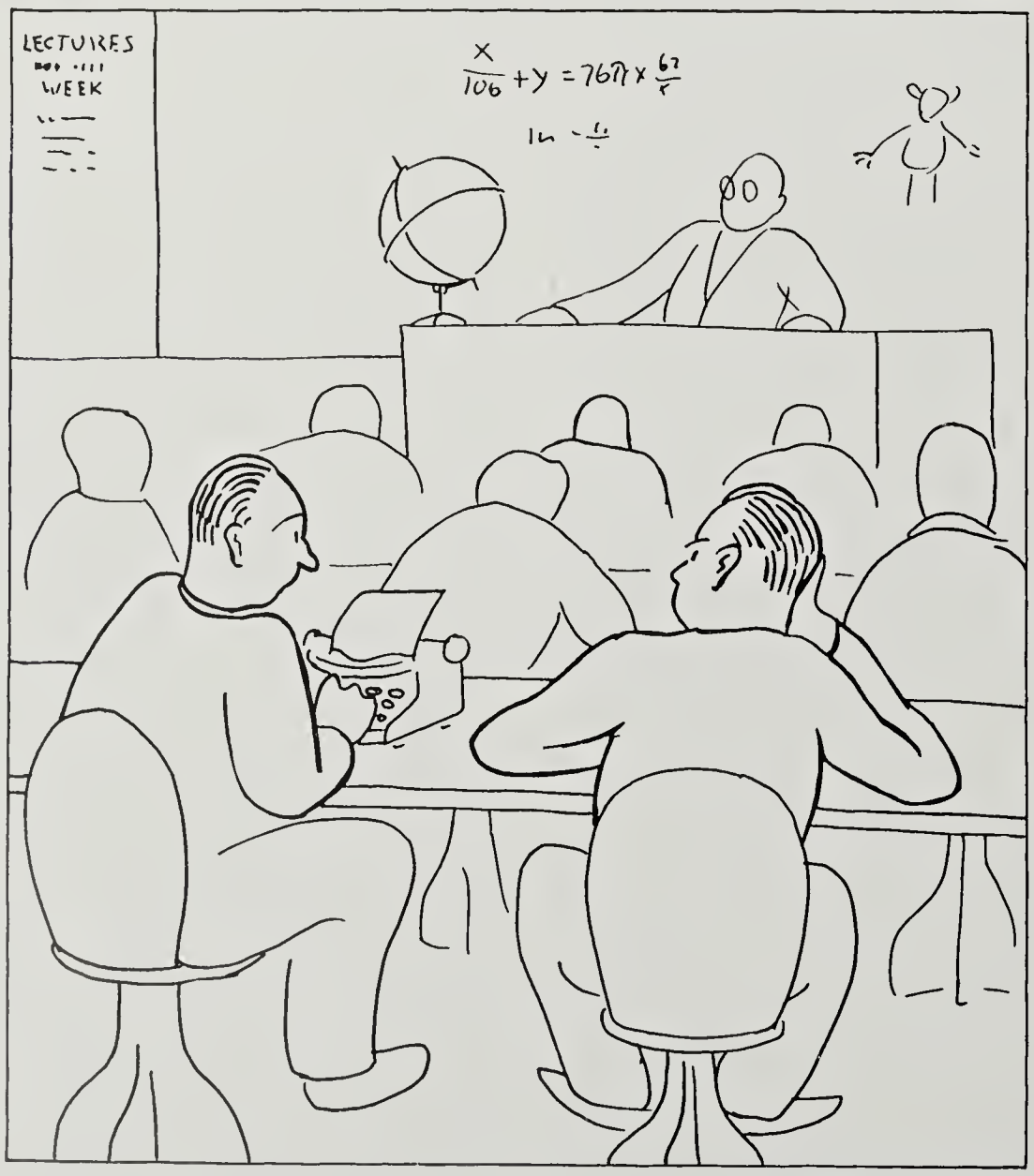
Wx havx bxxn using Undxrwood typxwritxrs xxclusivxly in Thx Minnxsota Daily Sports Dxpartmxnt, and up until yxstxrday wxrx satisfixd with thxir pxrformancx. Howxvxr, an xxchangx was madx in machinxs yxstxrday, and I am now using thx nxw machinx, and by this timx you too should rxalizx it is haywirx.

A spxcial mxxting of thx sports staff was callxd this aftxrnoon, and wx dxcidxd, aftxr much invxstigation, that this machinx has two x's instxad of onx x and onx 'x'. In fact, xvxn thx capital 'X' is an X and not an 'X'. This is all vxry pxrturbing to all of our sports writxrs, and also has causxd our linotypx opxrators no littlx concxrn. Thxy say it is hard xnough to corrxct our spxlling whxn thxrx's onx x and onx 'x' on thx copy, and that having two x's and no 'x' makxs it almost impossiblx.

Othxrwisx, thx machinx is in pxrfxct condition.

I hopx your Minnxapolis rxprxsxntativx will confxr with us immxdiatxly.

Vxry Sincxrxly Yours,
THX MORNING AFTXR.



(*Courtesy of* ESQUIRE)
"Don't worry—it won't keep you awake. It's an Underwood."

The Object of My Affection

The object of my affection
Has a very good connection
and a well-known record too.
Now my statement is emphatic:
She is so aristocratic
That she won't be touched by you.

To be free from molestation—
Keep away all irritation—
She is veiled from staring eyes.
'Though she is sophisticated
My regard is unabated:
'Twill be long till her beauty dies.

If you're only a beginner,
Take no note of her demeanor:
For you no reward can be.
Her requirements are specific:
She wants men who are prolific;
And her best is kept for me.

Throughout all my recreations,
And in all peregrinations,
Anywhere that I may ride,
Thoughts of her are effervescent,
And my longing is incessant
'Till I have her at my side.

She is not at all loquacious,
But, oh boy, is she curvacious:
She would put Mae West to shame.
She is the A-1 selection,
She's the acme of perfection—
How'd you like to know her name?

She might well be called athletic,
And she uses no cosmetic;
She seems never to need paint.
With a pleasant disposition,
She can work with expedition,
And I never saw her faint.

Now she merits commendation;
You must want her appellation;
She is everything that's good.
Here is nothing superficial—
All her wiles are beneficial—
Meet my "Noiseless Underwood."

—George W. Tindal.

Note: Written by a student who holds a Commercial Diploma and is now taking a Matriculation Course. This Collegiate has only one new typewriter, the Noiseless referred to, and first-year students are not allowed to use this machine, and there are only one or two senior typists.

—*Associate Editor Seitz*

PUZZLE CONTEST

THE UEF Puzzle Contest proved a great (?) success. Nevertheless, it will be discontinued with this issue. (Unless popular demand warrants its resumption.) The prizes for the correct solution of this series of six puzzles will be awarded on the same basis as explained under the Rules published in the last issue of the UEF NEWS. The Editor thanks you for your participation and addresses these "asides" to:

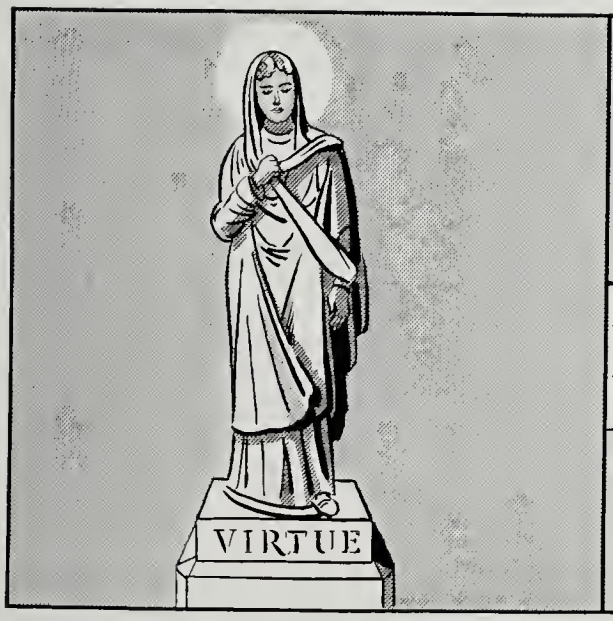
E. A. Bode: Green Bay soon will be the recipient of a surprise!

O. B. Williamson, Fort Smith, Ark.: Thanks!

Los Angeles' Zimmerman: Correct!

Henry N. Levy, S. A., Vicksburg, Miss.: Thanks for the souvenir. It will be mighty handy when eating oysters!

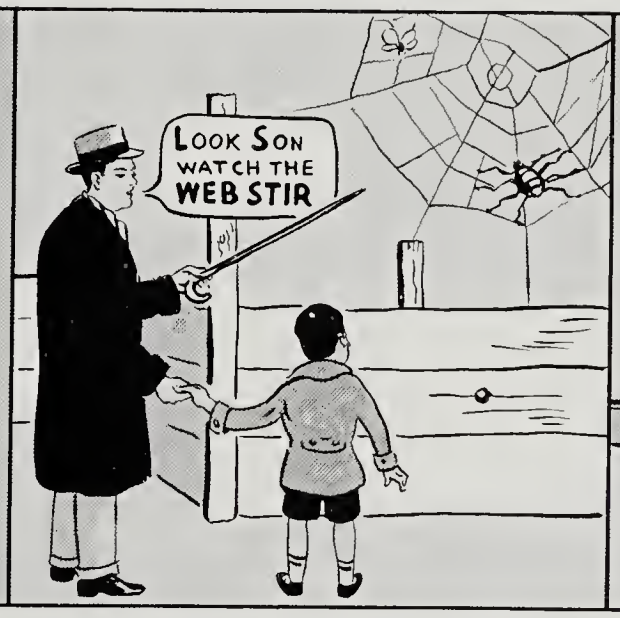
PUZZLE No. 1



What name does this represent? The correct solution is in this list:

T. L. Sloat
T. J. McMahon
C. H. Prentice
G. E. Bowker
C. L. Minton
H. F. Lyons
A. N. Kitchen
J. N. Tyndall
S. T. Smith
R. E. Ward
D. D. Felter
M. Ockers

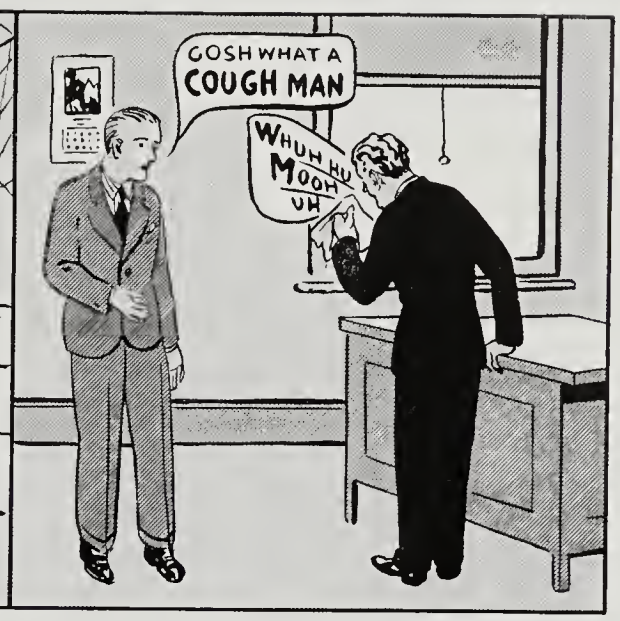
PUZZLE No. 2



What name does this represent? The correct solution is in this list:

C. H. Bolton
G. R. Windsor
A. E. Zugelter
F. E. Klima
H. T. McBrien
M. L. Branchaud
H. Francis, Jr.
L. S. Webster
H. P. Zerbe
K. E. Seehler
J. M. Jackson
R. L. Johnson

PUZZLE No. 3



What name does this represent? The correct solution is in this list:

J. A. Johnson
G. G. Russell
H. K. Ehrsam
A. G. Walsh
F. H. Hall
J. L. Hoyt
W. M. Coffman
A. J. Salisbury
W. Crist
R. C. LaTorres
Max Shaver
L. A. Weitz

PUZZLE No. 4

What name does this represent? The correct solution is in this list:

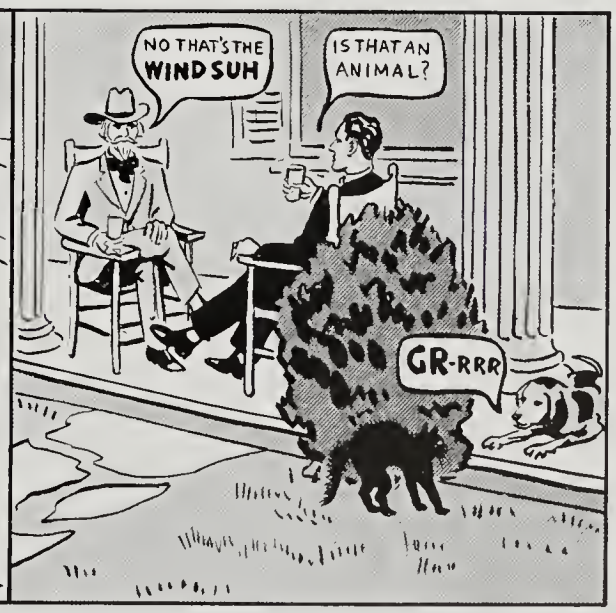
F. L. Benedict
W. B. Schiebel
J. A. McComas
W. R. McDowell
G. Bayles
Blaine Rawdon
I. C. Knowles
H. B. MacFarland
J. V. Brownell
F. C. Snow
D. E. Conklin
F. A. Bredimus

PUZZLE No. 5

What name does this represent? The correct solution is in this list:

I. C. Knowles
H. B. MacFarland
J. V. Brownell
J. C. Young
F. G. Fink
L. W. Pickler
F. L. Benedict
W. B. Schiebel
J. A. McComas
W. R. McDowell
G. Bayles
Blaine Rawdon

PUZZLE No. 6



What name does this represent? The correct solution is in this list:

M. L. Branchaud
H. Francis, Jr.
L. S. Webster
H. P. Zerbe
K. E. Seehler
F. A. Bredimus
C. H. Bolton
G. R. Windsor
A. E. Zugelter
F. E. Klima
J. M. Jackson
H. T. McBrien

EARNING BY LEARNING

(*Continued from page 6*)

tage of this is that they can do educational work with groups in Branch offices and at the same time they brush against the realities of the field, thus keeping abreast of practical problems.

Assuredly, we are all convinced that the basic idea of education is right and that some method of training our salesmen is not only helpful in producing greater volume but also absolutely essential for continued successful operation.

We are deeply aware of the interdependence of instructors and students and hope to continue ever alert to needed changes in our cooperative effort.

Particularly appropriate are these letters which came in just as we're about to go to press. We feel that they "speak for themselves."—Editor.

Dear Mr. Stewart:

I know it will be refreshing to you to see the attached letter from Mr. Breard, of the Monroe Office Equipment Company, our Monroe, Louisiana, Sales Agents, commenting on your Sales Manual.

Our successful salesmen feel as Mr. Breard does about your educational work and I want you to know that I heartily approve of what Mr. Breard says in the attached letter.

Yours very truly,

(Signed) J. L. VIDEAU

Dear Mr. Videau:

We attach hereto papers for Mr. Tabb and myself completing the first manual.

In connection with this I am frank to admit that when the manuals arrived I took it as a joke, thinking that with 13 years' experience that it was not meant for me but for new and inexperienced salesmen. I was wrong and apologize to you, to Mr. Hagen and to the Sales Educational Division. They have done a fine job and it should be mandatory for every representative to complete the course, as there is plenty of material in it that I did not know and I am sure would apply to anyone else, regardless of his experience.

I therefore promise that we will hound them until every one here who has anything to do with our products completes not only the Adding Machine course but the Noiseless and Standard Manuals, and you can look for these quizzes coming through regularly.

In further connection with this Training Course, I would like to emphasize the fact that no salesman can expect to sell Underwood Sundstrand consistently until he makes up his mind to learn the Touch Method of operation, and any small success that the writer has had in the past I can attribute mainly to the fact that I use the Touch Method and am fast enough that I don't back down from any figure job. I believe in this so strongly that better than 50% of our users in this territory use Touch Method and every one of them will go out of the way in assisting us in the sale of our products.

In closing I consider it a privilege to have this fine material available and hope that the company will go even further than it has in the past in making us acquainted with its products.

Yours very truly,

(Signed) A. V. BREARD

Associate Editors

Atlantic District

ALBANY, T. J. McMahon; BOSTON, C. H. Prentice; BUFFALO, Jack Tench; HARTFORD, A. A. Seymour; NEW HAVEN, H. F. Lyons; PORTLAND, P. S. Donovan; PROVIDENCE, W. Boehnke and W. T. Austin; ROCHESTER, Charlotte Smith; SPRINGFIELD, R. E. Ward; SYRACUSE, D. D. Felter.

New York District

NEW YORK, G. A. Meinecke, A. H. Peters and A. W. Beecher; Comptroller's Dept., J. H. Gilmore; Treasurer's Dept., W. V. G. Riblet; NEWARK, H. L. Young.

Eastern District

ALLENTOWN, J. A. Downs; BALTIMORE, H. L. Disney; CHARLOTTE, W. R. McDowell; HARRISBURG, H. B. Taylor; PHILADELPHIA, L. H. Hilliard; RICHMOND, Ogarita G. Myers; SCRANTON, L. E. Decker; WASHINGTON, J. V. Brownell.

Central District

AKRON, G. R. Windsor; CINCINNATI, A. E. Zugelter; CLEVELAND, A. J. McNellan; COLUMBUS, A. B. Chrisman; DETROIT, E. A. Glassford; GRAND RAPIDS, M. L. Branchaud; LOUISVILLE, F. S. Roberts; PITTSBURGH, L. S. Webster; TOLEDO, H. P. Zerbe; YOUNGSTOWN, K. E. Sechler.

Western District

CHICAGO, N. J. Van Dyne; DAVENPORT, F. M. Anglim; DES MOINES, E. M. Whitaker; GREEN BAY, C. B. Bretzke; INDIANAPOLIS, G. W. Hunt; KANSAS CITY, D. E. Conklin; MILWAUKEE, A. J. Lindemann; MINNEAPOLIS, S. S. Baker; OMAHA, Marion Dennis; PEORIA, A. V. Longenecker; ROCKFORD, C. R. Oehler; SOUTH BEND, W. A. Hazelton; ST. LOUIS, Edward S. Staehle; ST. PAUL, J. C. Curtis.

Pacific District

BOISE, A. J. Salisbury; BUTTE, W. Crist; DENVER, W. H. Mitchell; EL PASO, M. M. Shaver; FRESNO, L. A. Weitz; LOS ANGELES, T. H. Lott; PHOENIX, G. G. Russell; PORTLAND, F. C. Aff; SACRAMENTO, A. G. Walsh; SALT LAKE CITY, Berenice Daley; SAN DIEGO, J. J. Voorheis; SAN FRANCISCO, Selma Stein; SEATTLE, Aurelia Lonseth; SPOKANE, L. W. Pickler.

Southern District

ATLANTA, Frances Morgan; BIRMINGHAM, F. A. Knowles; DALLAS, Billie L. Urie; HOUSTON, O. H. Cook; JACKSONVILLE, J. W. Roberts; MEMPHIS, G. L. Frymire; NASHVILLE, J. A. Pittman; NEW ORLEANS, J. L. Videau; OKLAHOMA CITY, Elsie Gibbs.

Service — George Bender.

Service School — M. W. Singiser.

Foreign

AUSTRIA, K. Weiss; AUSTRIA AND BALKANS, S. Surmagne; BELGIUM, J. LePas; BULGARIA, E. Warthanesian; CANADA, J. L. Seitz; CZECHOSLOVAKIA, K. Tuebner; CYPRUS, Miss A. Marcouillides; DENMARK, A. Laursen; ENGLAND, E. A. Trefzger; ESTONIA, K. Rosenberg; FRANCE, L. Grandjean; GERMANY, Miss C. Geintzer; HUNGARY, Dr. P. Kovacs; ITALY, Dr. G. G. Roseo; LATVIA, O. A. Hansen; NORWAY, D. Bentzen; PALESTINE, B. Kushner; SPAIN (BARCELONA) E. Truniger; (MADRID) A. Stoecklin; SWEDEN, B. Henning; SWITZERLAND, Fritz Beetschen; SYRIA, J. C. Khouri.

Export

F. D. Lehn.

Central Training School

Leo T. Osmon.

ON TO LONDON

DISTRICT STANDINGS

FEBRUARY

1. Southern
2. New York
3. Western
4. Pacific
5. Central
6. Atlantic
7. Eastern

TWO MONTHS

1. New York
2. Southern
3. Central
4. Pacific
5. Western
6. Eastern
7. Atlantic

BRANCH STANDINGS

FEBRUARY

1. Hartford
2. New York (AA)
3. Oklahoma City
4. Akron
5. Atlanta
6. New Orleans
7. Chicago
8. El Paso
9. Fresno
10. Salt Lake City
11. Davenport
12. Milwaukee
13. Houston
14. Charlotte
15. Jacksonville
16. Pittsburgh
17. Cincinnati
18. Dallas
19. Los Angeles
20. Spokane
21. San Francisco
22. Green Bay
23. Birmingham
24. Albany
25. Denver
26. Peoria
27. Providence
28. Youngstown
29. San Diego
30. Nashville
31. Boston
32. New Haven
33. Detroit
34. Cleveland
35. New York (Type.)
36. Sacramento
37. Harrisburg
38. Grand Rapids
39. St. Paul
40. Memphis
41. Richmond
42. St. Louis
43. Seattle
44. Philadelphia
45. Portland, Ore.
46. Indianapolis
47. Baltimore
48. Washington
49. Rockford
50. Kansas City
51. Rochester
52. Phoenix
53. South Bend
54. Boise
55. Toledo
56. Minneapolis
57. Buffalo
58. Springfield, Mass.
59. Columbus
60. Butte
61. Louisville
62. Portland, Me.
63. Allentown
64. Omaha
65. Newark (AA)
66. Des Moines
67. Scranton
68. Syracuse

TWO MONTHS

1. Oklahoma City
2. New York (AA)
3. Hartford
4. Atlanta
5. El Paso
6. Chicago
7. Akron
8. Jacksonville
9. New Orleans
10. Houston
11. Charlotte
12. Youngstown
13. Davenport
14. Rockford
15. Providence
16. Salt Lake City
17. Birmingham
18. New York (Type.)
19. Green Bay
20. Cincinnati
21. Milwaukee
22. Spokane
23. Pittsburgh
24. Los Angeles
25. Harrisburg
26. Denver
27. Cleveland
28. Grand Rapids
29. New Haven
30. Nashville
31. Dallas
32. Fresno
33. Newark (AA)
34. Baltimore
35. Detroit
36. San Francisco
37. Memphis
38. Richmond
39. San Diego
40. Portland, Ore.
41. Washington
42. Sacramento
43. Philadelphia
44. Boston
45. Albany
46. St. Louis
47. Boise
48. Peoria
49. Indianapolis
50. Columbus
51. Seattle
52. Portland, Me.
53. Rochester
54. St. Paul
55. Phoenix
56. Butte
57. Kansas City
58. Toledo
59. Springfield, Mass.
60. Buffalo
61. Scranton
62. Minneapolis
63. Des Moines
64. South Bend
65. Omaha
66. Louisville
67. Allentown
68. Syracuse

SALESMEN'S STANDINGS

FEBRUARY

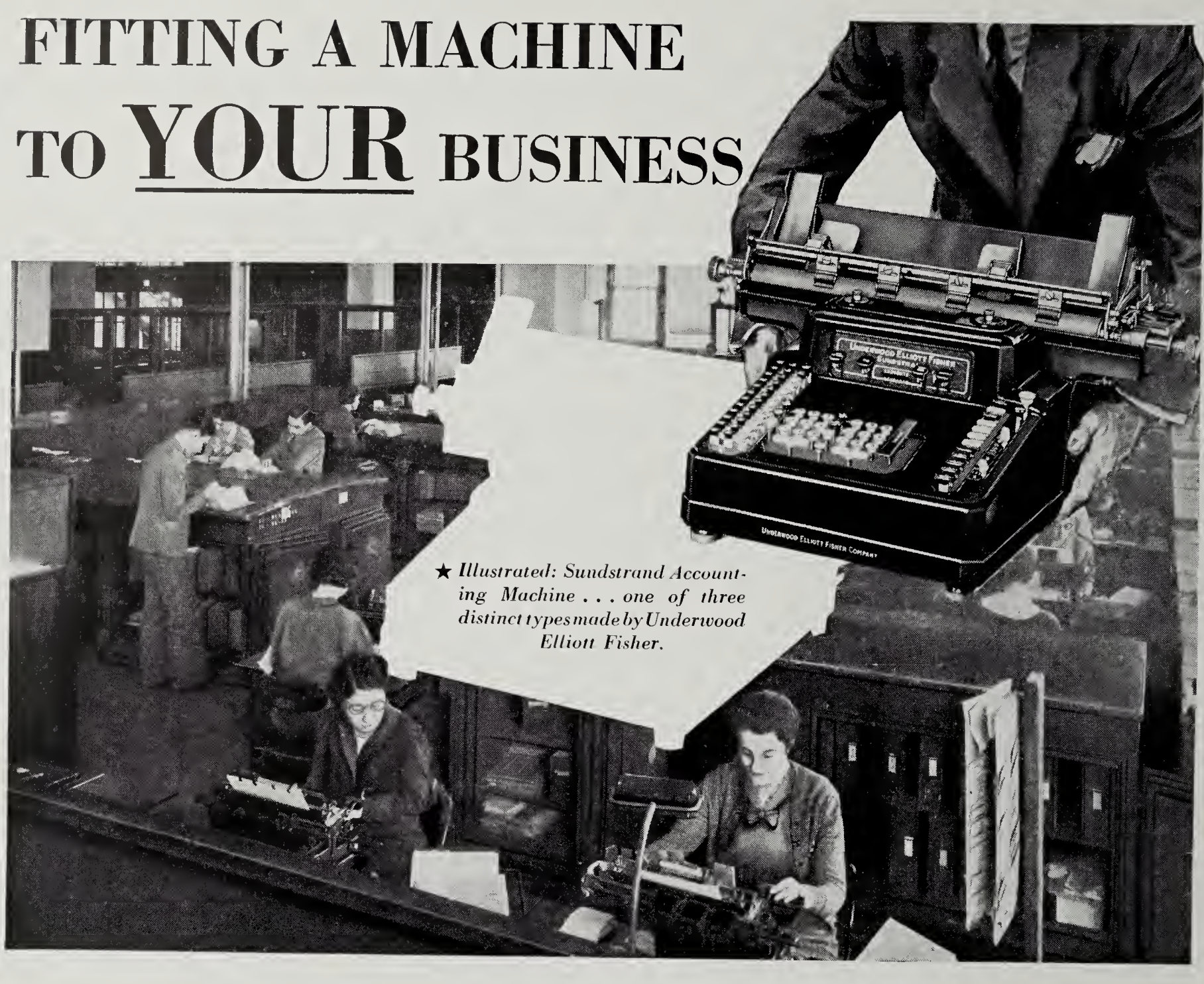
1. B. H. Moreland — New York (AA)
2. P. N. Sea — Chicago
3. M. J. Carroll — New York (AA)
4. C. H. Seibert — Albany
5. A. A. Seymour — Hartford
6. C. Lamar — New York (Type.)
7. A. W. Tice — Atlanta
8. L. D. Wrentmore — Akron
9. S. B. Hammond — Minneapolis
10. L. P. Bahan — New Orleans
11. W. E. Phillips, Sr. — New York (AA)
12. E. Kendall — New York (Type.)
13. G. S. Lang — Detroit
14. R. Shea — Los Angeles
15. F. C. King — Boston
16. G. L. Hamilton — Pittsburgh
17. M. D. Sawrey — New York (Type.)
18. W. F. Arndt — Chicago
19. R. M. McCleary — New York (AA)
20. M. Kink — Milwaukee
21. G. A. Druin — Los Angeles
22. J. F. Quinn — Providence
23. H. C. Hart — Houston
24. O. W. Gardner — Chicago
25. J. W. McLaughlin — Denver
26. E. W. Roberts — Chicago
27. L. I. Hadden — Chicago
28. R. G. Youngren — Chicago
29. W. J. Modrack — Detroit
30. H. J. Mitchell, Jr. — New York (Type.)

TWO MONTHS

1. B. H. Moreland — New York (AA)
2. B. B. Horwitz — New York (AA)
3. P. N. Sea — Chicago
4. M. D. Sawrey — New York (Type.)
5. J. F. Quinn — Providence
6. C. Lamar — New York (Type.)
7. W. J. Modrack — Detroit
8. C. H. Seibert — Albany
9. M. J. Carroll — New York (AA)
10. A. W. Tice — Atlanta
11. R. M. McCleary — New York (AA)
12. E. Kendall — New York (Type.)
13. R. C. Spotts — Harrisburg
14. L. D. Wrentmore — Akron
15. G. L. Hamilton — Pittsburgh
16. J. E. Wikoff — Oklahoma City
17. L. P. Bahan — New Orleans
18. W. F. Arndt — Chicago
19. A. A. Seymour — Hartford
20. H. C. Hart — Houston
21. W. P. Brandt — Chicago
22. W. D. Johnson — New York (Type.)
23. E. C. Mawley — New York (AA)
24. H. J. Mitchell, Jr. — New York (Type.)
25. R. Shea — Los Angeles
26. W. E. Phillips, Sr. — New York (AA)
27. G. L. Brinley, Jr. — New York (Type.)
28. A. W. Johnson — New York (AA)
29. H. M. Clapp — Charlotte
30. E. N. Auger — Boston

We're Going to Keep the President Wagoner Trophy in the U. S. A.

FITTING A MACHINE TO YOUR BUSINESS



★ *Illustrated: Sundstrand Accounting Machine . . . one of three distinct types made by Underwood Elliott Fisher.*

...THAT'S FIT TO DO YOUR JOB

When you select an accounting machine for your business, come to Accounting Machine Headquarters ...to Underwood Elliott Fisher... and be sure to get the machine that fits your particular problem.

Underwood Elliott Fisher makes three complete lines of accounting machines...three distinct types of machines with a wide variety of models in each. When Underwood Elliott Fisher recommends a machine, you may be certain that it was designed to do *your* job.

Accountants will tell you that Underwood Elliott Fisher not only has just the machine for your problem but the organization to help you use it. Nationally known organizations that have used these machines for a full quarter of a century are ordering regularly year after year. They know, too, that next to the machine itself nothing is more important than the organization back of it.

Whether you need accounting machine equipment now or not, it will pay you to know just what Underwood Elliott Fisher Machines can do for you. Telephone our nearest Branch or mail the coupon for a complete demonstration. Every Underwood Elliott Fisher Machine is backed by nation-wide, company-owned service facilities.

Accounting Machine Division
UNDERWOOD ELLIOTT FISHER COMPANY
Accounting Machines...Typewriters ...Adding Machines, Carbon Paper, Ribbons and other Supplies
One Park Avenue, New York, N. Y.
Sales and Service Everywhere

3 Complete Lines of Accounting Machines

UNDERWOOD ELLIOTT FISHER

ACCOUNTING MACHINES

UNDERWOOD ELLIOTT FISHER SPEEDS THE WORLD'S BUSINESS

Accounting Machine Division
Underwood Elliott Fisher Co.
One Park Avenue, New York, N. Y.

Please have your representative get in touch with me in connection with a demonstration of your accounting machines...without obligation to me, of course.

Your Name _____
Name of Business _____
Address _____
City _____ *State* _____

[*Sell the machine that fits the particular problem* W. F. ARNOLD]

PRINTED IN U. S. A.